

WATER RESOURCE MANAGEMENT CONFERENCE
TUESDAY, APRIL 18, 2006
HOLIDAY INN, BOXBOROUGH, MA

E X H I B I T T E R M S

Exhibit Fee: \$250. Payments must be made by **check only**. Please make the checks for Exhibit Space payable to “Associated Industries of Massachusetts”.

Exhibitors Fee Includes:

- Admission to conference, continental breakfast, break refreshments, and lunch for one (1) company representative
- One (1) 8 foot table and chair
- A listing in the Exhibitor Directory
- A list, including contact information, of all attendees

Meal Functions: Your registration includes all meals, refreshments and other amenities during the day **for one person only**. Any additional representatives cost \$30 each. Payment to cover additional staff should be made at the time of registration for exhibitor space. Lunch seating for all representatives will be in the banquet area with the attendees.

Cancellation Policy:

- A full refund will be sent if your cancellation is received by March 17, 2006.
- After March 17, 2006, no refunds are given.

Location of Exhibits: The conference will be held at the Holiday Inn, Boxborough, MA. The Exhibition Area will be located in the Garden Court. The EOEa Office of Technical Assistance (OTA) reserves the right to make modifications and changes in table assignments as may be necessary to adjust the floor plan at any time to meet the needs of EOEa OTA, exhibitors, and exhibits. Table confirmation letters will be forwarded to the exhibitors within a reasonable time prior to the Conference.

Set-up & Breakdown: Because the Conference is a one-day event, exhibitors are required to move in and set up before 8:00 am the morning of the event, April 18th. The conference will open to attendees at 8:00 am. Exhibitors should refrain from breakdown of display until 3:00 pm on the afternoon of the event.

Exhibitor Directory: Every attendee of the Conference will receive a copy of the Exhibitor Directory. In addition to the contact information, we ask that the exhibitors provide a brief (no more than 60 words) company description highlighting the water conservation products and/or services exhibitors offer to the attendees.

Tentative Conference Agenda:

- 8:00 Registration and Breakfast in Exhibitor Area
- 9:00 Welcome, Introduction and Overview- *Paul Richard, Office of Technical Assistance*
- 9:05 Opening Remarks - *Secretary Stephen R. Pritchard, Executive Office of Environmental Affairs*
- 9:15 Massachusetts Water Policy and Water Conservation Standards - *Kathy Baskin, Director of Water Policy, EOE*
- 9:30 Water Resources in Massachusetts - *Peter Weiskel, USGS*
- 9:45 Water and Growth - *Martin Pillsbury, MAPC*
- 10:05 OTA and Industrial Water Conservation - *Denise Zambrowski, OTA*
- 10:15 BREAK (in Exhibitor Area)
- 10:45 Municipal and Industry Success Stories
- 12:00 LUNCH and Keynote Speaker
- 1:00 Breakout sessions
1. **Technologies for Greater Water Efficiency**
Industries need to maintain a flexible manufacturing operation as the water resources that they rely upon become less available. This session will present various water conservation technologies that are currently implemented in Massachusetts industries.
 2. **Water Reuse for Commercial, Retail, Office, Residential and Recreational Purposes**
Across the country and in other parts of the world, treated wastewater is used for irrigation, industrial processes, sanitary purposes, infiltration, outdoor watering, etc. This session will highlight different ways to reuse water and give some real examples of how this has been achieved in Massachusetts.
 3. **Innovative Approaches to finding “New” Water**
As growth and development progresses within this region and water needs increase, it is important for us to be proactive and plan to meet this future demand. Additionally, basins are getting more stressed, and this further limits the amount of water available for human use. This session will look at ‘out-of-the-box’ approaches taken by communities within the Commonwealth to find new water within current capacities. (LID, Water banks, Outdoor Water Use)
 4. **Peak Demand**
Peak demand i.e. demand in the summer months, is attributed mainly to lawn watering and other outdoor water use. Towns in this region have significantly high peak water use. This session will outline programs targeted at reducing peak demand, such as outreach and education programs, water conservation bylaws, water rate structure changes, water audits, water conservation funds, etc.
- 2:15 BREAK (in Exhibitor Area)
- 2:30 Breakout sessions
1. **Best Management Practices for Industries**
Identifying opportunities of water conservation within industrial processes require an overall assessment. This session will describe the value of facility audits and a case study demonstrating a successful team approach to implementing water conservation projects.
 2. **Regulatory Environment**
New development requires permits, be they local, DEP, or MEPA related, or approvals such as the Interbasin Transfer from the Massachusetts Water Resources Commission. In this session learn about how these programs are addressing the challenge of meeting current and future water needs within the constraints of limited availability.
 3. **Stormwater Recharge**
Impervious surfaces, an offshoot of development, cause precipitation to runoff and be transported long distances via storm drains, to either a treatment plant or a water body. This circumvents the natural recharge process and thus prevents the local watershed, streams and rivers of much needed flow. This in turn affects the amount of water available to humans. The session will discuss how stormwater can be treated and recharged close to its point of origin and provide practical and aesthetically pleasing solutions.
- 3:45 Networking in the Exhibitor Area

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EXHIBIT REGISTRATION FORM

Company Information

Company Name					
Address					
City		State		Zip	
Phone		Fax			

Persons Attending

Each of the persons representing your company at the Vendor Fair must be listed to receive a printed nametag. **Please include an additional fee of \$30 for each additional person.**

Main Contact		Email	
1 st Additional Contact		Email	
2 nd Additional Contact		Email	

IMPORTANT: FUTURE MESSAGES ON THE EVENT WILL BE VIA EMAIL! PLEASE INCLUDE EMAIL ADDRESSES FOR ALL PERSONS REGISTERED.

Company Description

Please provide at maximum a 60 word company description that will appear in the Exhibitor Directory, subject to event coordinator editing, distributed to all Conference attendees.

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Exhibitor Fees, Meals

	Rate	Quantity	Amount
Registration Fee (includes one lunch)	\$250		
Additional Person(s) registered	\$30 per person		
TOTAL			

Please make checks payable to "Associated Industries of Massachusetts".

Send registrations and checks to: **Water Resource Management Conference**
c/o Associated Industries of Massachusetts
222 Berkley Street, P.O. Box 763
Boston, MA 02117
Attn: Bob Rio